

Washington, DC -- U.S. Representative Michael A. Arcuri (D-Utica) announced today that the Federal Highway Administration has awarded \$207,600 to the New York Department of Transportation to foster tourism and economic development along the Adirondack North Country Scenic Byway.

“Tourism in the Adirondacks is a critically important part of the Upstate economy and has far-reaching economic benefits for our rural communities,” **said Arcuri, a member of the House Transportation and Infrastructure Committee, which oversees the Federal Highway Administration**. “I will continue to fight for federal funding to develop our rural communities.”

The Federal Highway Administration awarded \$169,900 for the “Experiencing Traditions, Foods and Cultures of the Adirondack Byways” project which will create an interpretive booklet to highlight cultural, agricultural, and historical assets on 14 NYS Byways. Maps will mark local sites such as farms, barns, maple sugar houses, and apple orchards – bringing increased tourism to local farms and businesses.

\$37,700 was also awarded for the Adirondack North Country Byways “Reaching Visitor Markets with Today’s Premier Byway Stories” tourism development project.

The project will allow Byway planners to reach new audiences through the creation of media kits for 3 Adirondack Region Scenic Byways. The kits will feature facts and images that appeal to travel writers and travelers, raise interest in touring, and increase visitation. The kits will be posted at websites and distributed to Chambers of Commerce and tourism offices to build interest in Byway tourism and bring more people to the Adirondacks.

The Adirondack North Country Region encompasses northern New York including the Adirondack Park and Forest, and 14 designated Scenic Byways. The region includes Watertown, Speculator, Blue Mountain Lake, North Creek, Schroon Lake, Long Lake, Lake Placid, Warrensburg, Lake George, Saranac Lake, and Tupper Lake.

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